

March 2nd, 2007



NOKIA TAKES UP THE CHALLENGE WITH HUMAN RACE 2007 SPONSORSHIP DEAL

Nokia today announced a sponsorship deal with Human Race Events, the UK's leading multi-sport event organiser, to become title sponsor of the Royal Windsor Triathlon.

The new sponsorship deal joins Nokia with one of the largest and most prestigious triathlon events taking place in the UK today – the Royal Windsor Triathlon. The deal also includes Nokia as an associate sponsor to all Human Race events throughout 2007.

The comprehensive sponsorship package sees Nokia become the Royal Windsor Triathlon's main sponsor, and includes branding rights for the duration of the 2007 event – including naming rights, pre-event marketing activity, online and broadcast coverage as well as onsite branding.

The Royal Windsor Triathlon takes place on the 17th June 2007 against the fantastic backdrop of Windsor Castle and Eton College, and will see world class triathletes battle it out in the swim, cycle and run phases. Joining the top athletes on the day will be Nokia's UK Managing Director, Simon Ainslie, plus two further Nokia UK employees with a passion for the sport. Ainslie, a keen participant and supporter of the sport, will be competing alongside the other 2,500 non-professional triathletes taking part on the day.

Simon Ainslie, Nokia UK Managing Director, said: "Nokia has supported several sports over the years – from surfing to snowboarding – and we're excited to now support this relatively new, yet fastest growing UK sport of triathlon. We're also looking forward to bringing people closer to the sport they love through handsets that offer integrated sports features."

The sponsorship deal with Human Race sees Nokia UK make its first entrance into a sport which complements Nokia's portfolio of rugged and sporty handsets. The launch of the Nokia 5500 Sport in 2006 - incorporating sport, music and phone modes - marked a significant development in this portfolio which also includes the Nokia 5140 and Nokia 5140i.

John Lunt, Managing Director of Human Race added: "We are delighted that Nokia is sponsoring the Windsor Triathlon and we are looking forward to working with such a dynamic brand, who's extensive range of products and technology will appeal strongly to our athletes. We're confident that with their support we will continue to stage the UK's best Triathlon".

March 2nd, 2007

-ENDS-

About Nokia

Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations. www.nokia.co.uk.

About Human Race

Human Race is the UK's leading multisport (triathlon, duathlon & running) event organizer, staging 17 events in 2007 that reach over 20,000 people and cater for all ages and fitness. The Royal Windsor Triathlon is the company's flagship event winning the BTA 'Event of the Year' for the last 7 years. Human Race also organised the acclaimed Commonwealth Games Triathlon in 2002 and is continually developing innovative events into their portfolio including the UK's first WomenOnly triathlon. Visit www.humanrace.co.uk for further details and entry forms.

Human Race offers individual and relay team entries across a range of triathlon distances:

Novice:	200m swim	5km bike	2.5km run
Sprint	750m swim	20km bike	5km run
Olympic	1.5km swim	40km bike	10km run

Media Enquiries:

Nokia UK Press Office

0845 070 7619

nokiateam@redconsultancy.com